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Minister of State for Youth

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Students challenged to help themselves stay in school

The federal government has joined with three corporate partners under the Stay-in-School initiative to challenge students to lower the dropout rate in their school by participating in the 10/10 Ticket program.

Co-sponsored by Sunsweet Fundraising Inc., Jostens Canada Ltd. and Teen Generation Magazine (TG), the program is being kicked off with a national Participation Contest, called The 10/10 Ticket. Student Councils across the country are being asked to submit their ideas to TG on how to get 10 out of 10 students to stay in school until graduation.

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This Youth Mobilization Project is part of the Stay-in-School initiative launched in 1990 by Employment and Immigration Canada to encourage young people to stay in school. Under the subtheme of "Make School the Ride of Your Life," students develop intervention strategies appropriate for their school population and community.

TG Magazine publisher Stoney McCart says, "We're taking the positive, hands-on approach. Already TG has involved students in difficulty in the 10/10 Ticket Program, both in consultation and in a photo session for announcement of the Contest." TG Magazine is largely written by students and is directed by an advisory board of more than 100 students coast-to-coast.

Tony Sago, President of Jostens Canada, says Jostens will invest its energy into making sure every school in Canada is aware of the Youth Mobilization Program. Jostens is Canada's leader in supplying school photography, yearbooks and rings.

Rick O'Connor, of Sunsweet Fundraising Inc., says, "The dreams and goals of the youth of this country have helped make us Canada's largest fundraising company. We owe it to all Canadians to be involved the Stay-in-School Program."

Ideas from as many schools as possible, will be showcased at a National Youth Conference. Sunsweet Fundraising Inc., Jostens Ltd. and TG Magazine will together co-operate in taking the message into every high school in the country and provide resource material assisting with the Conference workshops.

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